



LUBRIZOL'S STORYTELLING – let yourself be surprised and inspired by the innovative variety of products that will present this year at in-cosmetics in Paris

We talk with Elena Cañadas,
Global Marketing Director,
Lubrizol Personal Care & Skin Essentials

EURO COSMETICS: *At this year's in-cosmetics in Paris, you will invite visitors to take a look into the future with innovative products. What is the idea behind this?*

Elena Cañadas: We already live in the future that science fiction films told us about. Technologies that were unthinkable only a decade ago are now must-have essentials. We carry our lives in our smartphones! Wearable technology, augmented reality and artificial intelligence are creating limitless possibilities for us to move, perform, look and feel better than ever. This has inspired us to look further and imagine what the future of cosmetics will bring us.

EURO COSMETICS: *The focus is on formulations for skin, hair care and bath and shower products that interact with our professional and private rhythms and that should help to adjust themselves to and simplify these. Which technologies will you be presenting?*

Elena Cañadas: Our newest technologies are included in these formulations. To name a few: DAWNERGY™ *peptide* works as an energizing breakfast by activating the cellular alarm clock to help the skin wake up earlier, visibly improving the skin complexion through its revitalizing and anti-aging activities. FENSEBIOME™ *peptide*, which promotes microbiota balance helping to boost the skin's own defense system and was recognized with GOLD at the ITEHPEC Innovation Awards 2018 held during in-cosmetics™ Latin America is also in the presented formulations. LUMICEASE™ *blue ingredient*, which in addition to prepare, protect and repair the skin from solar and artificial blue light-induced damage, has led us to sponsor a project dedicated to the conservation of the aquatic environment and endangered species from which the microorganism was extracted.

We wanted to prioritize natural products, so these formulations also contain many botanicals that bring the wisdom of nature directly to the skin to beautify it and keep it healthy.

To enable the emulsions to be stable and sprayable we have used PEMULEN™ EZ-4U *polymeric emulsifier*, and OILKEMIA™ 5S

polymer is the key ingredient that allows the Sun-Care stick to be solid, transparent and able to suspend UV filter.

EURO COSMETICS: *The next question is what we as consumers of skin, hair care and bath and shower products promise ourselves with respect to future added value and how it will be possible for products to positively change our lives. Which thoughts from consumers' point of view have you considered here?*

Elena Cañadas: We believe that the beauty industry is moving towards making our lives easier and helping us to feel empowered. More and more, people want freedom to be able to feel oneself, beyond trends and canons of beauty dictated by the society. The formulations that we have developed are designed to celebrate individuality with maximum personalization, to create more freedom by simplifying everyday life and to empower us to reach beyond our limits with technology that makes the impossible, possible.

EURO COSMETICS: *You present formulations that react in real time to our environments, activities, and emotions to create a new reality. Please tell us a bit more about this.*

Elena Cañadas: Among these futuristic formulations there is one that helps us feel and look great in any situation, even when we go out to exercise. There is also a sun protection stick that you can use quickly at any time without getting your hands dirty, and cleansing beans for the shower that care for the skin even with changing weather.

In addition to ingredients intended to protect and rejuvenate the skin, we have also introduced aromatherapy to help relax the mind so that it rests a little from this fast world we live in. The hair mask has been thought to restore the hair overnight and calm the nerves to facilitate a restful sleep.

EURO COSMETICS: *You intentionally approach special events such as a vacation trip, birthday party, etc. in addition to daily care rituals. Which are the products in question here?*

Elena Cañadas: It's at these unique moments when we need



equally special products. When we enjoy a summer day at the beach, for example, we want our hair to look fresh and healthy, so the Hair Oil Serum nourishes and repairs it besides being a pleasant and wonderful experience that makes you feel on vacation.

We also like to enjoy a good party and stay up late without suffering the negative consequences in our appearance the next morning. In this case, the Micellar Gel will keep working all night long so that our face wakes up radiant and rested, although we are not. There is also the perfect shower gel for a trip that can be personalized just by adding a special booster and that offers you and your skin what you need – protection, wellbeing ... – Surely it will satisfy the expectations of the whole family!

EURO COSMETICS: *If you have your personal favorites among Lubrizol's creations, what are those?*

Elena Cañadas: All these formulations offer a very complete personal care, help to take care of the skin and hair and make life easier, as well as offer a wonderful experience when you apply them. It is impossible for me to choose, because they totally complement each other and provide care for very different moments and needs.

EURO COSMETICS: *Thank you for speaking with us.* ■

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